

## Privacy Policy

At **Crushing it over 50**, we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your data when you engage with our health coaching services, participate in our events, or subscribe to our email list.

### 1. Data We Collect

We may collect the following types of personal data:

- **Personal Information:** Name, email address, phone number, and other contact details.
- **Health Information:** Any information you choose to share related to your health, wellness goals, or challenges as part of the coaching process.
- **Website Usage Data:** Information such as IP address, browser type, and access times when you visit our website.

### 2. How We Use Your Data

We use your personal data to:

- Provide personalized coaching services.
- Send email newsletters, updates, and marketing materials to subscribers who have opted in.
- Respond to your inquiries and provide support.
- Improve our services by analyzing how you interact with our website and emails.

### 3. Legal Basis for Processing

We collect and process your personal data based on the following legal grounds:

- **Consent:** When you subscribe to our email list or provide personal information as part of the coaching process or event participation.
- **Contract:** To fulfill our obligations under any coaching agreement.
- **Legitimate Interests:** To improve our services and respond to inquiries.

### 4. Your Rights

Under the EU GDPR, you have the following rights regarding your personal data:

- **Right to Access:** You may request a copy of the personal data we hold about you.
- **Right to Rectification:** You have the right to correct any inaccuracies in your data.
- **Right to Erasure:** You may request that we delete your personal data, subject to legal obligations.
- **Right to Restrict Processing:** You can request that we limit the processing of your data in certain circumstances.

- **Right to Data Portability:** You may request your data in a commonly used format.
- **Right to Object:** You can object to the processing of your data for marketing purposes at any time.

## **5. How We Share Your Data**

We do not sell, trade, or rent your personal information to third parties. However, we may share your data with trusted third parties to:

- Provide coaching services (e.g., payment processors).
- Send email newsletters (e.g., email marketing services).
- Comply with legal obligations.

We ensure these third parties comply with GDPR and protect your data.

## **6. Data Retention**

We retain your personal data for as long as necessary to fulfill the purposes outlined in this policy, including any legal or reporting obligations. If you unsubscribe from our email list or terminate coaching services, we will delete your data unless we are legally required to retain it.

## **7. Data Security**

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, disclosure, or loss. This includes secure storage of data and encryption where applicable.

## **8. International Data Transfers**

If you are located in the European Union, please be aware that your data may be transferred outside the EU, including to countries that may not provide the same level of data protection. In such cases, we will ensure that your data is protected in compliance with GDPR by implementing safeguards such as data transfer agreements.

## **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any significant changes via email or by posting an updated version on our website.

## **10. Contact Us**

If you have any questions or concerns about this Privacy Policy or your personal data, please contact us at:

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